



OFFICE OF THE GOVERNOR

TEXAS ECONOMIC DEVELOPMENT & TOURISM

“What’s Hot, What’s Not: Marketing Tools for Small Business

December 20, 2022



FIRST THINGS FIRST:

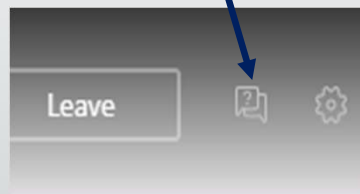
Please like one of these statements, in the Featured Feed:

I am thinking about starting a business or have recently (within 2 years) started a business.

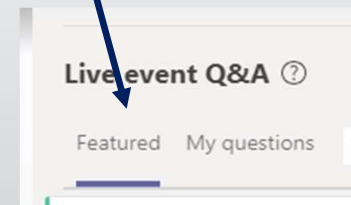
OR

I started a business more than 2 years ago.

Live Q&A Feed (upper right of screen):



“Featured” Feed Tab:





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Larry McManus

**Director of Business & Community Development
Texas Economic Development & Tourism
Office of the Governor**

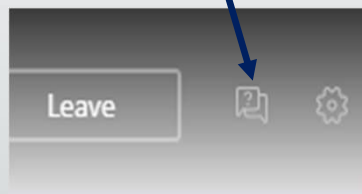


FIRST THINGS FIRST:

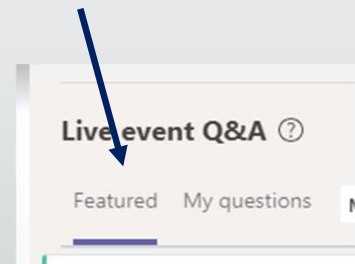
Please like one of these statements, in the Featured Feed:

**My business has a Marketing
Director/Coordinator
OR
I do all my own Marketing**

Live Q&A Feed (upper right of screen):



“Featured” Feed Tab:





PANELISTS



Darren Drewitz
Co-Founder / Director of Marketing Services
Mindecology

With almost 30 years of experience in the Marketing industry, if Darren could tour the country discussing marketing strategy and promoting the idea that marketing is best left to the professionals, he'd probably leave tomorrow.



Bonnie Kovach
Co-Owner
Kovach Building Enclosures

Integrated designers, manufacturers, and installers of high-quality metal panel and glazing systems for commercial building enclosures.



PANEL QUESTIONS





FREQUENTLY ASKED QUESTIONS

What are the top 3-5 marketing tools a small business should always have in their bag?



Darren Drewitz



FREQUENTLY ASKED QUESTIONS

Which marketing tools were most effective during the pandemic?



Darren Drewitz



FREQUENTLY ASKED QUESTIONS

Which marketing tools do you find the easiest and least time consuming?



Bonnie Kovach



FREQUENTLY ASKED QUESTIONS

Which marketing tools do you find the hardest and most time consuming?



Bonnie Kovach



FREQUENTLY ASKED QUESTIONS

Your company, Mindecology, uses data to drive clients marketing strategies; what trends did you see during the pandemic and what are you seeing now that can help small businesses?



Darren Drewitz



FREQUENTLY ASKED QUESTIONS

What were some popular marketing tools that ***did not*** work during the pandemic? Are those going to be effective now or should they be left in the trash bin?



Darren Drewitz



LIVE Q&A NOW OPEN

- The live Q&A feed is now open...
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized

Unfortunately, we may not get to all questions...



LIVE Q&A NOW OPEN

What marketing challenges did you face during the pandemic and how did you adjust to market conditions?



Bonnie Kovach



LIVE Q&A NOW OPEN

What key factors do you see for why
small business marketing programs fail?



Darren Drewitz



LIVE Q&A NOW OPEN

How often do you look back at your marketing plan and how often do you adjust your plan?



Bonnie Kovach



LIVE Q&A NOW OPEN

Are there any publications, websites,
and/or social media that do a good job
keeping readers up on the latest trends
in marketing?



Darren Drewitz



LIVE QUESTIONS & ANSWERS





SMALL BUSINESS RESOURCE PORTAL



gov.texas.gov/business-portal

- Provides links to key resources for small businesses and start-ups
 - Local, state and federal resources
 - Business advice & growth assistance
 - Funding sources, customized resources
- Just answer 6 simple questions to customize your results
- Email them to yourself or print

Small Business Assistance Team



Bryan Roller

Business Assistance Specialist
(512) 463-8343



Jack Herrell

Business Assistance Specialist
(512) 936-0228



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512.936.0100

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Social Media: @TexasEconDev
Events Calendar: gov.texas.gov/events



CONTACT INFORMATION & RESOURCES

- **Governor's Small Business Webinar Series:**
<https://gov.texas.gov/business/page/small-business-webinars>
Slides available within 48 hours
- **Events Calendar:** <https://gov.texas.gov/events>
- **YouTube Channel:** [Texas Economic Development](#)
- **Darren Drewitz:** Darren@mindecology.com; (512) 284-2988
- **Social Media Today:** <https://www.socialmediatoday.com>
- **Meta Blueprint:** <https://www.facebook.com/business/learn>
- **Think with Google:** <https://www.thinkwithgoogle.com>

THANK YOU



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